



Impaired driving road safety campaign – Winter 2022

[Please find images sized for Facebook, Twitter, and Instagram here.](#)

Post #1



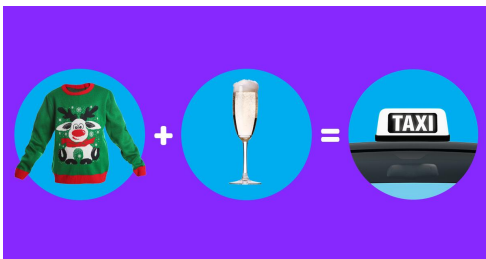
Celebrating with friends and family this holiday season? If your festivities involve alcohol, make sure you plan ahead for a safe ride home by:

- 🚗 Using a designated driver
- 🚗 Calling a taxi or rideshare
- 🚌 Or taking transit

Learn more: <http://ow.ly/7qRj50LQAYG>

#GetHomeSafeBC #DriveSafeBC

Post #2



On average, 64 people die every year in crashes involving impaired driving. So if you'll be drinking this holiday season, make sure you plan ahead for a safe ride home by:

- 🚗 Using a designated driver
- 🚗 Calling a taxi or rideshare
- 🚌 Or taking transit

Learn more: <http://ow.ly/7qRj50LQAYG>

#GetHomeSafeBC #DriveSafeBC





Post #3



Enjoying a happy holidays with a couple beers? Hold off on the drinks until you plan a safe ride home . Share this post to spread the word that drinking and driving don't mix.

Learn more: <http://ow.ly/7qRj50LQAYG>

#GetHomeSafeBC #DriveSafeBC

Post #4



#DYK? More than half of all impaired-related crashes occur on the weekend (Friday, Saturday or Sunday). If your New Year's Eve plans this weekend involve alcohol, make sure you make a plan to #GetHomeSafeBC.

Learn more: <http://ow.ly/7qRj50LQAYG>

#DriveSafeBC



Impaired driving campaign – December 2022

Key messages and response points

KEY MESSAGES

- When you drink and drive, you not only risk your life but those of others on the road.
- If your holiday festivities involve alcohol, you need to plan ahead to get home safely. If you've been drinking, don't drive. Use a designated driver, call a taxi or rideshare, or take transit.
- ICBC and police across the province are encouraging drivers to be responsible and plan ahead. The police will be looking for impaired drivers at CounterAttack roadchecks throughout the holiday season.
- Campaign hashtag: #GetHomeSafeBC

STATISTICS

- On average, 64 people die every year in crashes involving impaired driving.
- Young drivers (aged 16 to 25) represent 12 per cent of all drivers in B.C., yet they account for 22 per cent of all impaired drivers in crashes.
- Approximately 23 per cent of car crash fatalities are related to impaired driving.
- More than half of all impaired-related crashes (54 per cent) occur on the weekend (Friday, Saturday or Sunday).
- Thirty-six per cent of all impaired-related crashes take place between 9 p.m. and 3 a.m.
- Males account for 69 per cent of all impaired drivers in crashes.

Regional impaired statistics

- On average, 17 people are killed and 690 injured in 1,200 impaired driving related crashes in the **Lower Mainland** every year.
- On average, 11 people are killed and 310 injured in 550 impaired driving related crashes on **Vancouver Island** every year.
- On average, 25 people are killed and 360 injured in 600 impaired driving related crashes in the **Southern Interior** every year.
- On average, 13 people are killed and 170 injured in 250 impaired driving related crashes in **North Central B.C.** every year.

Injuries and crashes are police data, five-year average 2017 to 2021. Fatal victim counts are police data, five-year average 2017 to 2021. Impaired is defined to include alcohol, illicit drugs and medicines.

Crash data from 2020 and 2021 may be impacted by the COVID-19 pandemic.